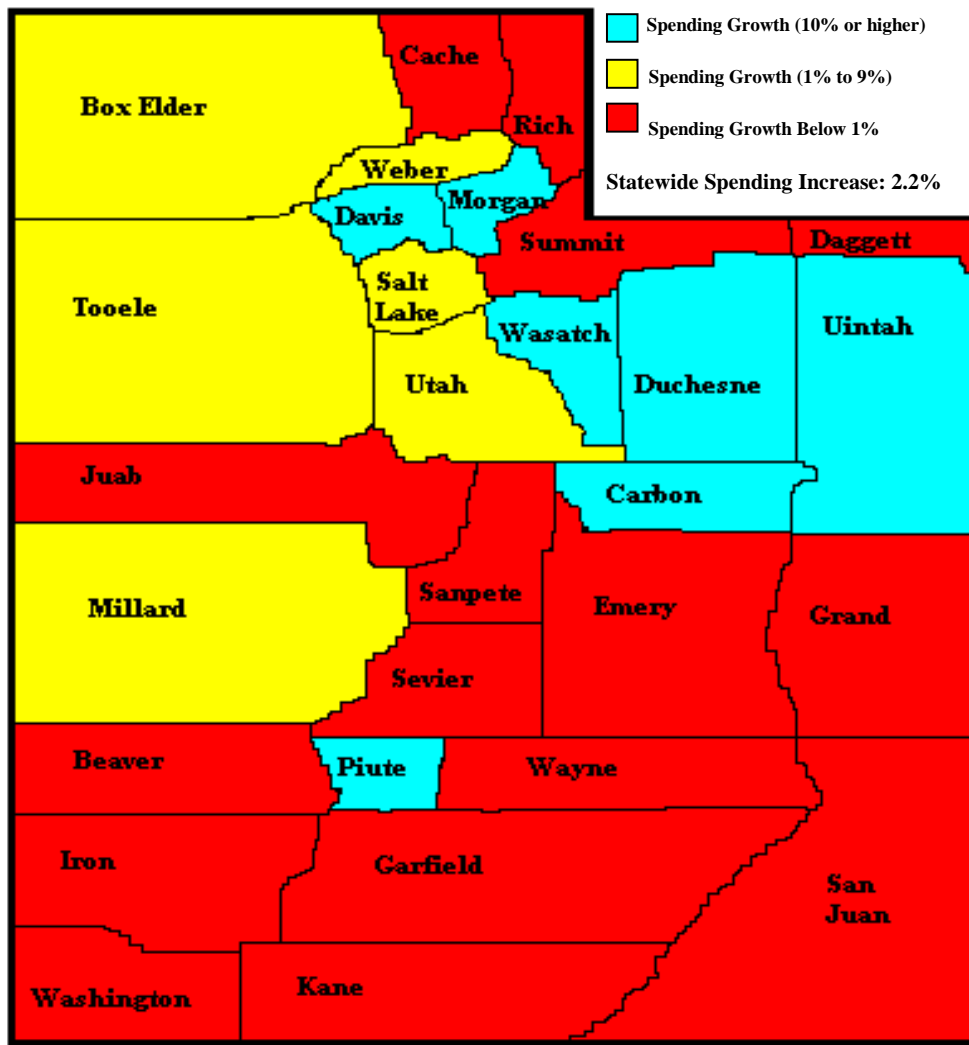


Economic Impacts of Travel & Tourism

TRAVELER SPENDING IN UTAH % Change 2005 to 2006



SOURCE: Utah Dept. of Workforce Services, adapted by Utah Office of Tourism

Employment Impacts
Spending Impacts
State and Local Tax Impacts

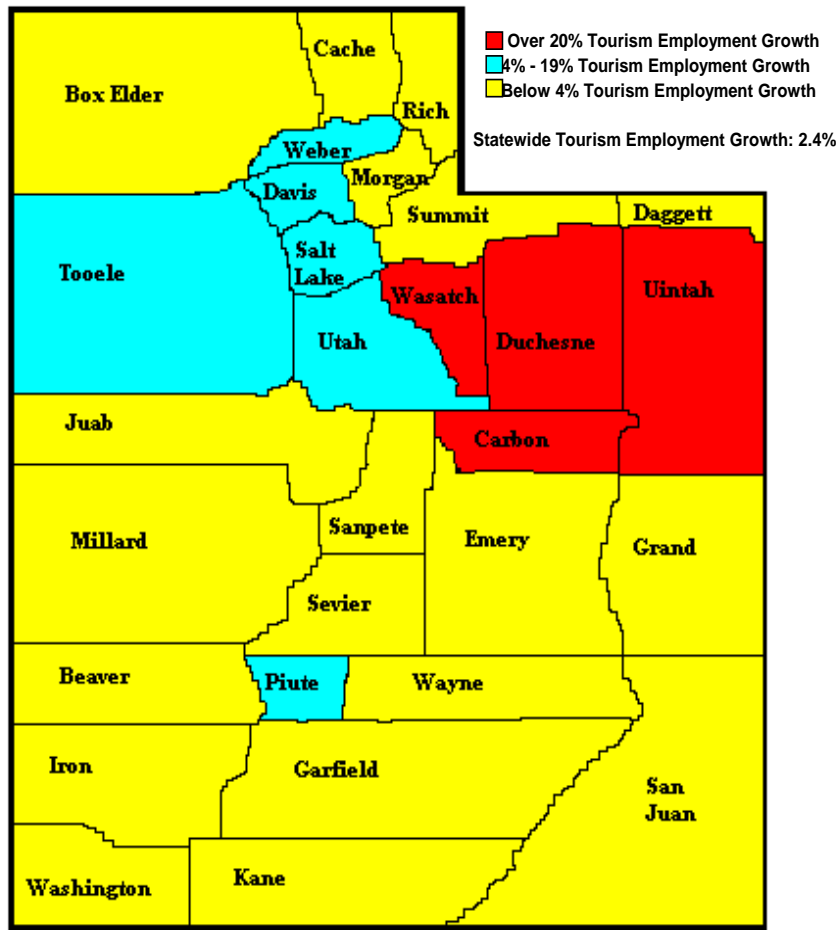
Economic Impact of Travel & Tourism - Employment

Rank	County	2006 Tourism Employment	Percent of State Total	Rank	County	2006 Tourism Employment	Percent of State Total
1	Salt Lake	46,181	41.0%	16	Carbon	977	0.9%
2	Summit	21,236	18.9%	17	Emery	774	0.7%
3	Washington	8,905	7.9%	18	Tooele	770	0.7%
4	Utah	5,630	5.0%	19	Beaver	503	0.4%
5	Grand	5,055	4.5%	20	Wayne	500	0.4%
6	Davis	3,018	2.7%	21	Millard	467	0.4%
7	Weber	2,997	2.7%	22	Box Elder	415	0.4%
8	Garfield	2,626	2.3%	23	Daggett	301	0.3%
9	Iron	2,533	2.3%	24	Duchesne	301	0.3%
10	Kane	1,718	1.5%	25	Juab	288	0.3%
11	Wasatch	1,636	1.5%	26	Rich	231	0.2%
12	Uintah	1,580	1.4%	27	Sanpete	170	0.2%
13	Cache	1,245	1.1%	28	Morgan	169	0.2%
14	San Juan	1,235	1.1%	29	Piute	68	0.1%
15	Sevier	1,041	0.9%				

Travel & Recreation-Related Employment 2001 to 2006

County	2001(old)	2001(new)	2002(r)	2003	2004	2005	2006	% Change 2005-2006
Beaver	459	490	529	499	555	528	503	-4.6%
Box Elder	705	739	800	860	464	414	415	0.2%
Cache	1,449	2,078	2,560	2,526	1,588	1,449	1,245	-14.1%
Carbon	649	921	1,058	1,125	861	754	977	29.7%
Daggett	208	279	258	257	326	374	301	-19.6%
Davis	5,521	7,419	7,592	7,915	2,877	2,632	3,018	14.7%
Duchesne	503	615	717	695	195	237	301	26.8%
Emery	270	555	367	386	834	890	774	-13.0%
Garfield	1,011	1,000	933	904	2,940	2,881	2,626	-8.8%
Grand	1,920	1,944	1,978	1,999	5,145	5,249	5,055	-3.7%
Iron	1,501	1,044	1,599	1,848	2,842	2,801	2,533	-9.5%
Juab	363	485	504	513	378	344	288	-16.3%
Kane	894	1,112	1,046	1,012	1,829	1,838	1,718	-6.5%
Millard	457	589	636	643	484	456	467	2.4%
Morgan	140	194	211	221	167	165	169	2.4%
Piute	40	56	51	51	93	61	68	11.0%
Rich	199	173	202	216	309	422	231	-45.3%
Salt Lake	40,049	44,394	42,236	40,044	45,005	43,444	46,181	6.3%
San Juan	744	755	1,070	1,083	1,355	1,309	1,235	-5.7%
Sanpete	424	786	701	520	222	213	170	-20.1%
Sevier	675	1,124	1,224	1,237	1,200	1,147	1,041	-9.3%
Summit	6,622	6,975	7,188	7,117	20,581	21,430	21,236	-0.9%
Tooele	748	949	1,501	1,435	708	742	770	3.8%
Uintah	867	1,389	1,661	1,628	1,114	1,275	1,580	23.9%
Utah	6,133	9,233	8,521	7,632	5,580	5,260	5,630	7.0%
Wasatch	936	1,515	1,317	1,312	1,226	1,334	1,636	22.6%
Washington	4,571	7,718	6,433	6,570	9,047	8,948	8,905	-0.5%
Wayne	255	311	309	267	561	516	500	-3.1%
Weber	4,233	7,460	7,472	7,000	2,893	2,833	2,997	5.8%
State of Utah	82,546	102,302	100,674	97,515	111,379	109,948	112,572	2.4%

Economic Impact of Travel & Tourism - Employment

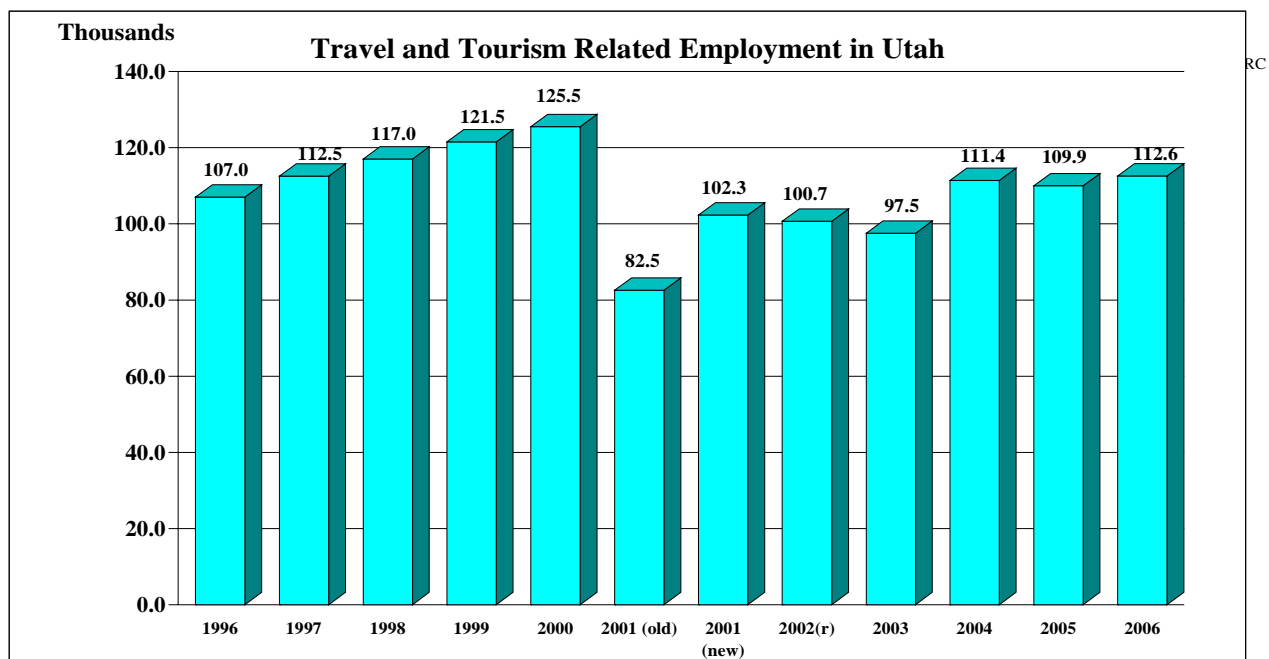
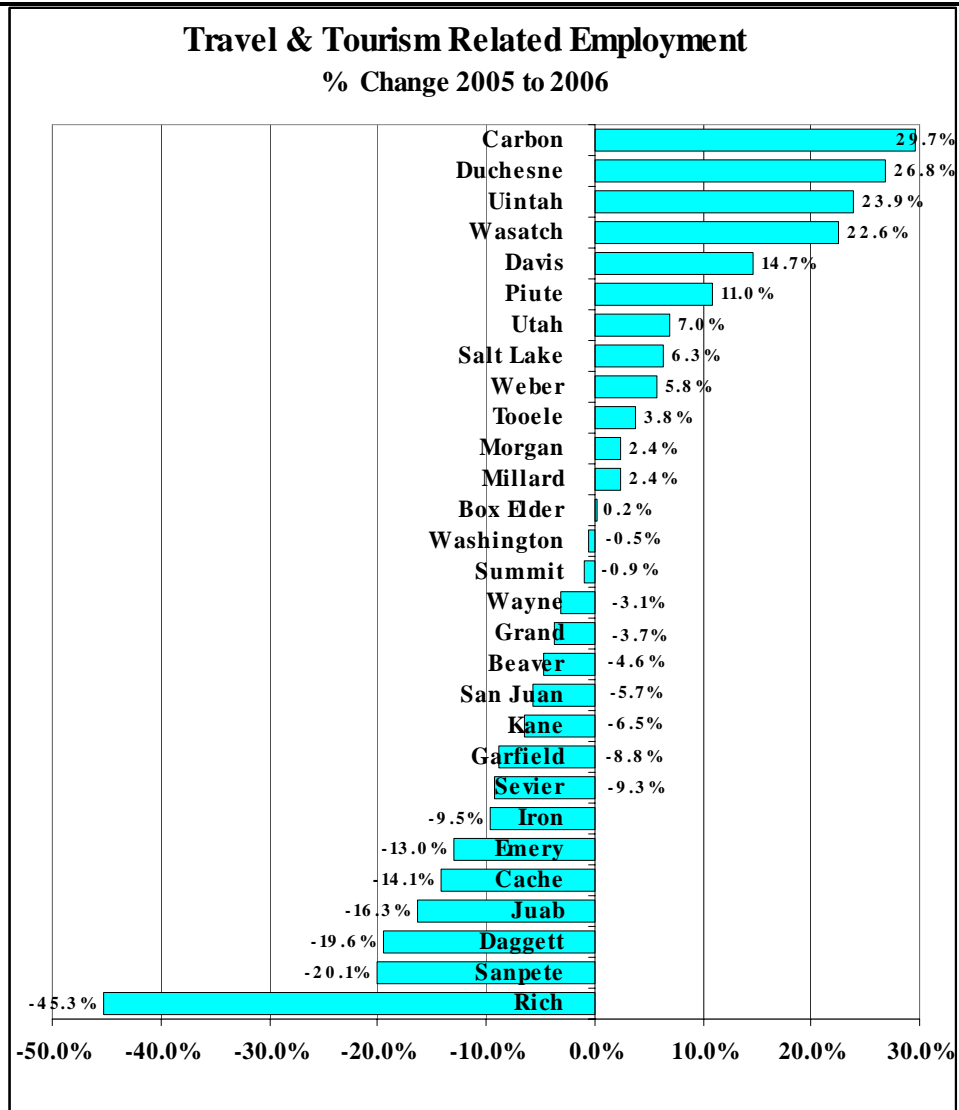


SOURCE: Utah Department of Workforce Services; adapted by Utah Office of Tourism

Six counties - Salt Lake, Utah, Davis, Weber, Summit and Washington - account for over 75% of the measurable impacts of tourism in the state of Utah. Nonetheless, many rural Utah counties are much more dependent on tourism dollars than counties in the metro areas. Fewer employment opportunities due to a more focused economic base mean that rural counties are often dependent on benefits from tourism industries. Tourism dominates the economies of counties in the northeast and southeast regions of the state, comprising a significant portion of the county's employment base, tax receipts, personal income and business profits. Although more populous and more diversified economically than other rural areas, the southwest region of the state still depends heavily on tourism. The central Utah region and the northwest region remain less dependent on tourism. The four Wasatch Front counties are responsible for the bulk of tourism's impacts in Utah. However, because of the large employment base and diversified economy of these counties, tourism makes an important, although proportionally less significant contribution to these counties than elsewhere in the state.

Overall, tourism and travel related employment accounts for nearly 10% of all non-agricultural jobs in Utah. That makes tourism the 6th largest employment sector in the state, behind other major sectors such as Trade, Transportation, Utilities; Government; Professional and Business Services; Education & Health Services; and Manufacturing.

Economic Impact of Travel & Tourism - Employment



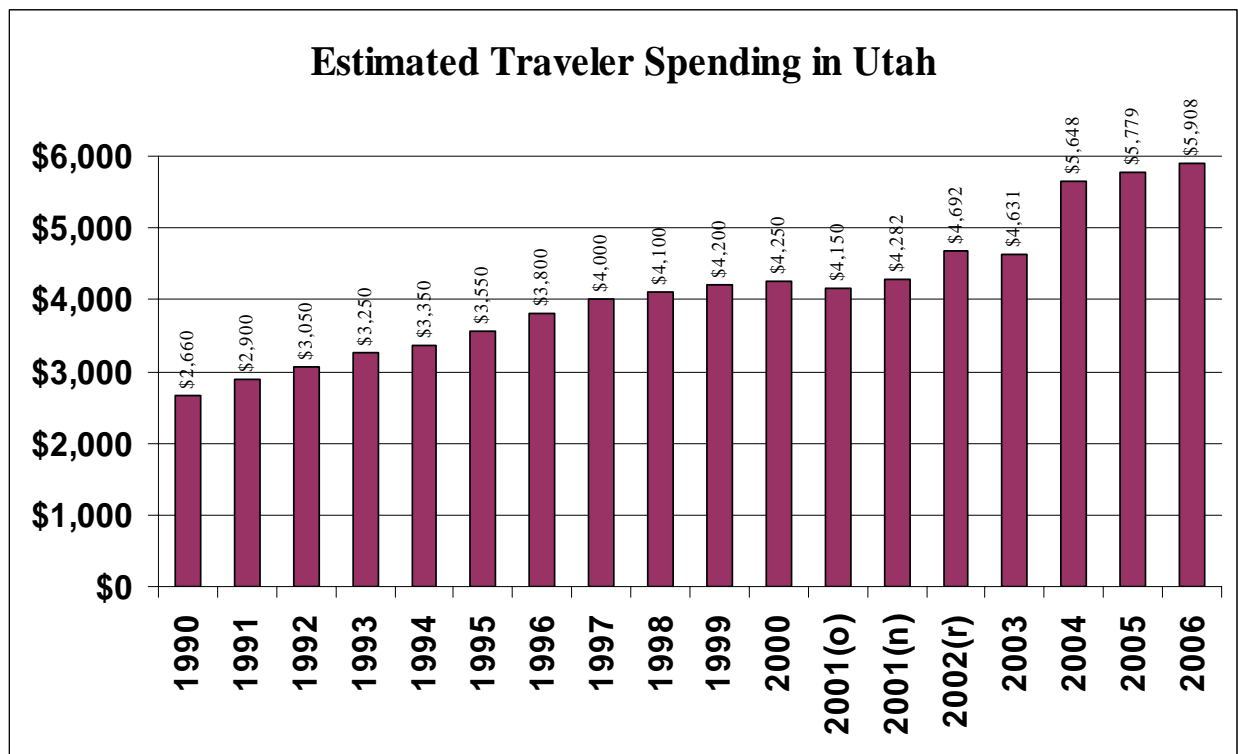
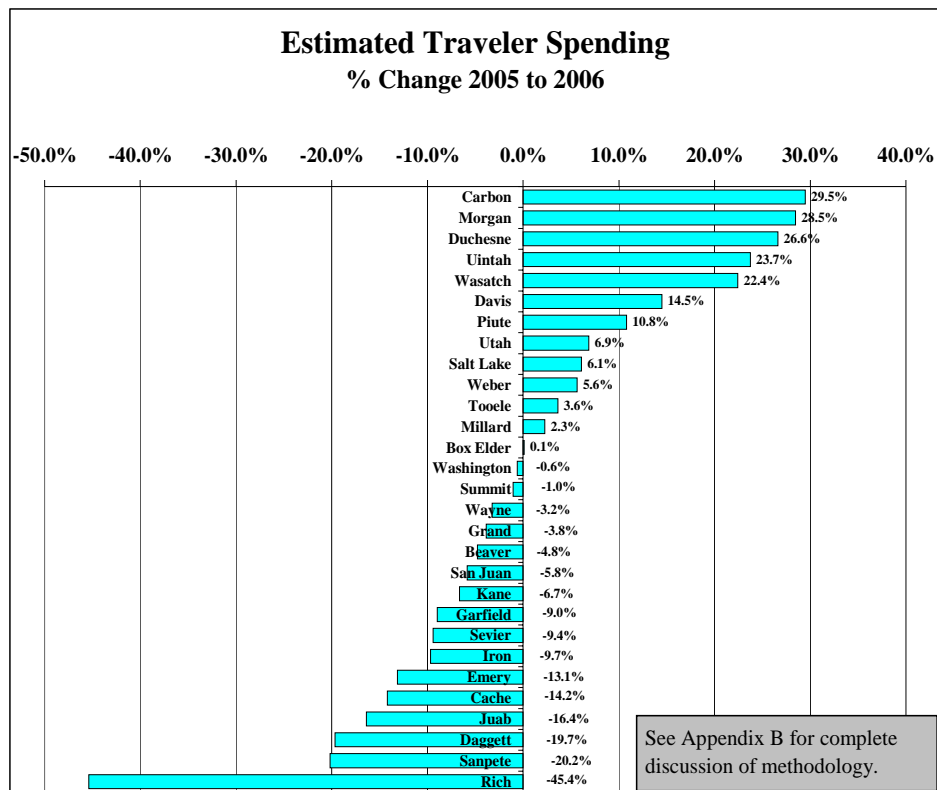
Economic Impact of Travel & Tourism - Traveler Spending

Rank	County	2006 Tourism Spending	Percent of State Total	Rank	County	2006 Tourism Spending	Percent of State Total
1	Salt Lake	\$2,427,679,788	41.1%	16	Carbon	\$51,279,264	0.9%
2	Summit	\$1,114,500,540	18.9%	17	Emery	\$40,622,413	0.7%
3	Washington	\$467,358,132	7.9%	18	Tooele	\$40,410,176	0.7%
4	Utah	\$295,449,216	5.0%	19	Beaver	\$26,399,921	0.4%
5	Grand	\$265,297,191	4.5%	20	Wayne	\$26,252,238	0.4%
6	Davis	\$158,371,948	2.7%	21	Millard	\$24,515,894	0.4%
7	Weber	\$157,281,984	2.7%	22	Box Elder	\$21,784,626	0.4%
8	Garfield	\$137,821,525	2.3%	23	Daggett	\$15,792,517	0.3%
9	Iron	\$132,953,023	2.3%	24	Duchesne	\$15,782,189	0.3%
10	Kane	\$90,150,687	1.5%	25	Juab	\$15,119,143	0.3%
11	Wasatch	\$85,864,335	1.5%	26	Rich	\$12,120,612	0.2%
12	Uintah	\$82,914,760	1.4%	27	Sanpete	\$8,944,744	0.2%
13	Cache	\$65,360,564	1.1%	28	Morgan	\$4,845,715	0.1%
14	San Juan	\$64,791,074	1.1%	29	Piute	\$3,567,759	0.1%
15	Sevier	\$54,630,497	0.9%				

Estimated Spending by Travelers 2001 to 2006

County	2001 (old)	2001 (new)	2002(r)	2003	2004	2005	2006	% change 2005-2006
Beaver	\$23,100,000	\$19,100,000	\$15,400,000	\$14,800,000	\$28,125,938	\$27,725,083	\$26,399,921	-4.8%
Box Elder	\$35,400,000	\$21,200,000	\$21,200,000	\$22,800,000	\$23,512,350	\$21,764,135	\$21,784,626	0.1%
Cache	\$72,800,000	\$44,900,000	\$58,700,000	\$56,600,000	\$80,516,344	\$76,170,748	\$65,360,564	-14.2%
Carbon	\$32,600,000	\$34,200,000	\$35,000,000	\$29,200,000	\$43,662,253	\$39,606,508	\$51,279,264	29.5%
Daggett	\$10,500,000	\$8,300,000	\$6,700,000	\$5,100,000	\$16,527,798	\$19,658,912	\$15,792,517	-19.7%
Davis	\$277,600,000	\$262,700,000	\$262,000,000	\$264,000,000	\$145,884,669	\$138,316,283	\$158,371,948	14.5%
Duchesne	\$25,300,000	\$18,100,000	\$22,000,000	\$21,800,000	\$9,867,672	\$12,463,712	\$15,782,189	26.6%
Emery	\$13,600,000	\$15,500,000	\$11,600,000	\$12,000,000	\$42,290,234	\$46,768,742	\$40,622,413	-13.1%
Garfield	\$50,800,000	\$36,600,000	\$34,100,000	\$32,500,000	\$149,073,113	\$151,409,246	\$137,821,525	-9.0%
Grand	\$96,500,000	\$99,700,000	\$109,300,000	\$100,100,000	\$260,879,963	\$275,891,437	\$265,297,191	-3.8%
Iron	\$75,500,000	\$127,300,000	\$63,700,000	\$63,000,000	\$144,129,727	\$147,200,932	\$132,953,023	-9.7%
Juab	\$18,200,000	\$12,600,000	\$16,400,000	\$17,800,000	\$19,162,002	\$18,081,190	\$15,119,143	-16.4%
Kane	\$44,900,000	\$52,000,000	\$48,400,000	\$50,400,000	\$92,762,440	\$96,576,601	\$90,150,687	-6.7%
Millard	\$23,000,000	\$20,200,000	\$20,200,000	\$20,400,000	\$24,546,214	\$23,975,763	\$24,515,894	2.3%
Morgan	\$7,000,000	\$19,300,000	\$10,100,000	\$10,000,000	\$5,008,039	\$3,771,734	\$4,845,715	28.5%
Piute	\$2,000,000	\$2,500,000	\$2,500,000	\$2,400,000	\$4,702,828	\$3,219,763	\$3,567,759	10.8%
Rich	\$10,000,000	\$3,100,000	\$7,000,000	\$7,200,000	\$15,657,788	\$22,188,287	\$12,120,612	-45.4%
Salt Lake	\$2,013,500,000	\$2,100,000,000	\$2,327,000,000	\$2,253,300,000	\$2,285,604,098	\$2,288,216,917	\$2,427,679,788	6.1%
San Juan	\$37,400,000	\$20,600,000	\$34,500,000	\$35,600,000	\$68,710,177	\$68,813,208	\$64,791,074	-5.8%
Sanpete	\$21,300,000	\$20,800,000	\$20,800,000	\$16,800,000	\$11,255,509	\$11,204,744	\$8,944,744	-20.2%
Sevier	\$33,900,000	\$35,900,000	\$22,200,000	\$33,300,000	\$60,874,419	\$60,296,100	\$54,630,497	-9.4%
Summit	\$332,900,000	\$358,800,000	\$494,800,000	\$461,200,000	\$1,043,649,681	\$1,126,290,228	\$1,114,500,540	-1.0%
Tooele	\$37,600,000	\$34,000,000	\$60,700,000	\$57,100,000	\$35,924,389	\$38,991,285	\$40,410,176	3.6%
Uintah	\$43,600,000	\$51,600,000	\$51,600,000	\$72,600,000	\$56,504,373	\$67,011,269	\$82,914,760	23.7%
Utah	\$308,300,000	\$226,500,000	\$226,800,000	\$204,300,000	\$282,959,408	\$276,470,055	\$295,449,216	6.9%
Wasatch	\$47,100,000	\$58,800,000	\$49,900,000	\$48,900,000	\$62,149,438	\$70,132,955	\$85,864,335	22.4%
Washington	\$229,800,000	\$411,600,000	\$450,400,000	\$523,500,000	\$458,744,357	\$470,301,210	\$467,358,132	-0.6%
Wayne	\$12,800,000	\$7,300,000	\$7,300,000	\$6,800,000	\$28,462,004	\$27,133,115	\$26,252,238	-3.2%
Weber	\$212,800,000	\$203,200,000	\$201,700,000	\$187,400,000	\$146,677,975	\$148,886,186	\$157,281,984	5.6%
State of Utah	\$4,150,000,000	\$4,280,000,000	\$4,691,800,000	\$4,630,800,000	\$5,647,825,200	\$5,778,539,330	\$5,907,862,474	2.2%

Economic Impact of Travel & Tourism - Traveler Spending



Economic Impact of Travel & Tourism - State and Local Tax Impact

Rank	County	2006 Local Tax Impact	Percent of State Total	Rank	County	2006 Local Tax Impact	Percent of State Total
1	Salt Lake	\$82,553,113	41.1%	16	Carbon	\$1,743,748	0.9%
2	Summit	\$37,898,527	18.9%	17	Emery	\$1,381,363	0.7%
3	Washington	\$15,892,487	7.9%	18	Tooele	\$1,374,146	0.7%
4	Utah	\$10,046,734	5.0%	19	Beaver	\$897,728	0.4%
5	Davis	\$5,385,429	2.7%	20	Wayne	\$892,706	0.4%
6	Weber	\$5,348,365	2.7%	21	Millard	\$833,662	0.4%
7	Grand	\$9,021,416	4.5%	22	Box Elder	\$740,785	0.4%
8	Garfield	\$4,686,613	2.3%	23	Daggett	\$537,024	0.3%
9	Iron	\$4,521,060	2.3%	24	Duchesne	\$536,672	0.3%
10	Kane	\$3,065,569	1.5%	25	Juab	\$514,126	0.3%
11	Wasatch	\$2,919,892	1.5%	26	Rich	\$412,161	0.2%
12	Uintah	\$2,819,512	1.4%	27	Sanpete	\$304,165	0.2%
13	Cache	\$2,222,582	1.1%	28	Morgan	\$164,778	0.1%
14	San Juan	\$2,203,217	1.1%	29	Piute	\$121,321	0.1%
15	Sevier	\$1,857,707	0.9%				

Estimated Local Tax Revenues from Traveler Spending 2004 to 2006

County	2004	2005	2006	% Change 2005-2006
Beaver	\$941,130	\$939,142	\$897,728	-4.4%
Box Elder	\$786,754	\$737,225	\$740,785	0.5%
Cache	\$2,694,182	\$2,580,160	\$2,222,582	-13.9%
Carbon	\$1,460,996	\$1,341,606	\$1,743,748	30.0%
Daggett	\$553,042	\$665,914	\$537,024	-19.4%
Davis	\$4,881,491	\$4,685,239	\$5,385,429	14.9%
Duchesne	\$330,185	\$422,188	\$536,672	27.1%
Emery	\$1,415,086	\$1,584,215	\$1,381,363	-12.8%
Garfield	\$4,988,180	\$5,128,742	\$4,686,613	-8.6%
Grand	\$8,729,383	\$9,345,374	\$9,021,416	-3.5%
Iron	\$4,822,768	\$4,986,192	\$4,521,060	-9.3%
Juab	\$641,186	\$612,471	\$514,126	-16.1%
Kane	\$3,103,952	\$3,271,375	\$3,065,569	-6.3%
Millard	\$821,348	\$812,140	\$833,662	2.6%
Morgan	\$167,576	\$127,761	\$164,778	29.0%
Piute	\$157,363	\$109,064	\$121,321	11.2%
Rich	\$523,930	\$751,592	\$412,161	-45.2%
Salt Lake	\$76,479,284	\$77,509,629	\$82,553,113	6.5%
San Juan	\$2,299,132	\$2,330,936	\$2,203,217	-5.5%
Sanpete	\$376,624	\$379,542	\$304,165	-19.9%
Sevier	\$2,036,937	\$2,042,432	\$1,857,707	-9.0%
Summit	\$34,921,875	\$38,151,251	\$37,898,527	-0.7%
Tooele	\$1,202,077	\$1,320,766	\$1,374,146	4.0%
Uintah	\$1,890,710	\$2,269,898	\$2,819,512	24.2%
Utah	\$9,468,190	\$9,364,974	\$10,046,734	7.3%
Wasatch	\$2,079,601	\$2,375,640	\$2,919,812	22.9%
Washington	\$15,350,183	\$15,930,791	\$15,892,487	-0.2%
Wayne	\$952,376	\$919,090	\$892,706	-2.9%
Weber	\$4,908,036	\$5,043,278	\$5,348,365	6.0%
State of Utah	\$188,983,573	\$195,738,630	\$200,896,527	2.6%

Economic Impact of Travel & Tourism - State and Local Tax Impact

